

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

Serial Number	10/798,153
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Filing Date	03/10 2004
Title of Application	Targeted Advertising Based on Consumer Purchasing Data
First Named Inventor	Edward A. Ludvig
Assignee	Microsoft Corporation
Group Art Unit	4157
Examiner	Mark P. Stanley
Attorney Docket Number	MS1-1829US
Nature of the Office Communication to which this is responding	Non-Final Office Action
Date of the Office Communication	12/12/2007
Nature of this Document	Response to Non-Final Office Action

To: Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

From: Bea Koempel-Thomas (Tel. 509-324-9256; Fax 509-323-8979)
Customer No. 22801

Brief Summary of Selected Substantive Portions of this Response

[0001] In a telephone discussion (on Apr. 09, 2008), Examiners Ustaris and Stanley and I discussed distinctions from the cited references and possible claim amendments. I understood the Examiners to tentatively concur with discussed clarifying amendments, subject to an updated search. The claims herein are amended in the manner discussed in the interview. This brief summary is not intended to represent the Applicant's full response to the Action. Rather, it is merely a brief summary of selected substantive portions of the response herein.